

# INFORMATION LETTER

Not for  
Publication

NATIONAL CANNERS ASSOCIATION

For Members  
Only

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## Record Use Made of Loans from Farm Credit System

Farmers and their cooperatives made record use of their Farm Credit System loan facilities during the fiscal year ended June 30.

According to R. B. Tootell, Governor, Farm Credit Administration, the independent agency which supervises the credit system nationally, farmers and their purchasing and marketing cooperatives borrowed nearly \$4 billion during the year, while their loans outstanding reached a new high of \$4.8 billion.

He attributed much of the continued rise in use of credit by farmers to their efforts to improve efficiency through substituting capital for labor.

Much of the increased use of credit, it was pointed out, was accounted for through the 494 production credit associations where farmers last year borrowed \$2.6 billion, an increase of 5.8 percent, to pay operating expenses and to make purchases of equipment, machinery and other capital items.

The 13 banks for cooperatives make facility, working capital and commodity loans. Over 2,000 farmers' purchasing, marketing and business service cooperatives borrowed \$672 million from the 13 banks for cooperatives during the year, a 5.6 percent increase in amount over a year ago.

Although the total of farmers' new long-term mortgage loans from the federal land banks amounted to 10 percent less than during the previous year, Governor Tootell reported that the amount of loans farmers had outstanding hit a new peak of \$2.5 billion at the year's end.

Loanable funds for the Farm Credit System are obtained through the sale of bonds and debentures to the public. Sales of such securities during the year totaled \$3.8 billion. These securities are not guaranteed by the government in any way.

Combined net worth of the banks and associations of the System increased by \$58 million during the year to over \$1.2 billion, Governor Tootell reported.

## N.C.A. Mails Convention Room Reservation Forms

Room reservation forms for N.C.A.'s 1961 Convention were mailed this week to members. The Convention will be held in Chicago January 23-25, with headquarters in The Conrad Hilton Hotel.

The forms should be used by N.C.A. members in requesting room reservations for their own company personnel, and should be returned promptly to N.C.A. headquarters.

N.C.A. will send letters to buyers and brokers, inviting them to attend the Convention, and extending to them the services of the Association in making hotel reservations.

The Convention will open Monday morning, January 23, with the N.C.A. Annual Meeting and General Session. Technical conferences will be held Tuesday and Wednesday, January 24 and 25.

In the usual pattern, meetings of some N.C.A. committees will be held on the Friday and Saturday preceding the Convention, and the Administrative Council and Board of Directors will meet Saturday and Sunday.

The C.M.&S.A. Exhibit will open at noon Sunday, January 22, and continue through Wednesday, January 25.

The Old Guard Dinner is scheduled Sunday night, January 22; the Young Guard Banquet Monday night, January 23; and the C.M.&S.A. Dinner Dance Tuesday night, January 24.

The N.C.A. has made arrangements with the Chicago hotels for pre-registering enough rooms to provide at least one headquarters room for each firm, thus making it possible to list the headquarters location in the Convention Directory. All suites must be pre-registered.

The Convention Directory will be compiled from the information furnished on the room reservation form. All headquarters suites will be listed in the Convention Directory. For companies not having a suite, but having two or more pre-registered rooms, it will be necessary to indicate which room should be listed as the company headquarters. Members will also have to indicate the names of the persons which should be included in the listings.

## Good Progress Reported in N.C.A. Research Activities

Dr. Ira Somers, Director of the N.C.A. Research Laboratories, has returned from a tour of the N.C.A. West Coast laboratories and other food technology research groups in the area. He reports good progress is being made on many research projects of interest to the canning industry.

Of particular interest is the work at the Berkeley Laboratory on residue methodology; struvite; use of radioactive tracer techniques; waste disposal; and tomato acidification. Canners are urged to watch the various N.C.A. publications for reports of progress on these activities.

On this trip Dr. Somers visited with and discussed the research programs

of the food technology groups at the University of California, Oregon State College, Washington State College, University of Washington School of Fisheries, and the USDA Western Utilization Research and Development Division. At the University of California and the USDA laboratory he checked the work in progress, under N.C.A. sponsorship, on color and flavor retention in canned food. While solutions to these problems are not yet available, substantial progress is being made into new and heretofore unknown areas where preliminary work indicates some answers may be forthcoming.

While in the West, Dr. Somers visited several canneries, and gave a talk on N.C.A. activities and additives at the California Olive Association's annual membership meeting.

## Wisconsin Proclamation

Governor Gaylord Nelson of Wisconsin has issued an official proclamation naming September 15-21 as "Canning and Metal Can Sesquicentennial Week." Text of the proclamation honors Nicolas Appert as the inventor of canning and Peter Durand as the first patentee of the metal can, and commemorates the achievements of both industries in assuring the world a dependable supply of pure, wholesome and nutritious foods. The text also points up Wisconsin's forefront ranking as a canning state.

Issuance of the proclamation was made in the presence of officers of the Wisconsin Cannery Association and photos of the signing were sent to Wisconsin newspapers this week. This adds one more to the list of eight official Governor's proclamations published in the INFORMATION LETTER of August 27, page 249.

## Good Housekeeping

Dorothy B. Marsh, director, Good Housekeeping Institute, includes numerous canned foods in a photograph-food article, "Count On The Taste (We Counted The Cost!)," in the September issue of *Good Housekeeping* magazine.

Miss Marsh presents "Fourteen dishes that prove money's not the indispensable ingredient in good cooking." The recipes are included in an eight-page clip-out booklet.

Canned foods used in the recipes and serving suggestions are peas, tuna, cream of mushroom soup, onion soup, sliced pineapple, cream of chicken soup, fruit cocktail, lemon juice, tomatoes, chicken, vegetable juice cocktail, chopped ham, green beans, pineapple chunks, applesauce, and beef broth.

The article is attractively illustrated with nine color photographs.

## True Story

"Frankfurters: an easy dinner," a food article in the September issue of *True Story* magazine, includes a total of 13 uses of canned foods in 10 of the 12 reader-contributed recipes.

Canned foods used in the recipes included tomato sauce five times, tomato soup twice, pineapple chunks, sauerkraut, ketchup, chili con carne, tomatoes, and pork and beans.

The article is attractively illustrated with several color and one black and white photograph.

## McCall's

Two food features in the September issue of *McCall's* magazine include a number of canned foods in recipes and menus. Both articles are attractively illustrated with color photographs.

"You can take it with you" uses chili sauce, tomato soup, green pea soup, applesauce, salmon, deviled ham, tomato juice, tomato sauce, catsup, cream style corn, ripe olives, beef bouillon, and grapefruit sections.

"Mexico Way" uses canned green chilies, pimientos, kidney beans, tomato sauce, tortillas, tomato puree, stewed tomatoes, mushrooms, ripe olives, and garbanzos.

## Everywoman's Family Circle

Grace White, food editor, includes a number of canned foods in her photograph-food article, "New ways with new foods," in the September issue of *Everywoman's Family Circle* magazine.

Canned foods included in the recipes are whole potatoes, Italian tomatoes, tomato sauce, minced clams, mushroom gravy, crab meat, bacon spread, tomato juice, chicken gravy, pimientos, and stewed tomatoes.

The eight-page article is attractively illustrated with eight color photographs.

## Versatility of Canned Tuna

"Everyone likes tuna," says Beth Merriman, food editor, in an article, "Tuna—3 delicious new recipes," in the August 28 issue of *Parade* magazine. It features canned tuna in all the recipes.

Miss Merriman goes on to say that not everyone knows how versatile tuna is. To show its versatility she gives recipes for a main dish, quickly prepared in a skillet; an oven-baked main dish pie; and a party salad.

In addition to the tuna used in the recipes for Skillet Tuna, Tuna Potato Pie and Party Tuna Salad, other canned foods included are pimientos and pineapple tidbits.

The article is attractively illustrated with three black and white photographs of the recipes.

*Parade* is a Sunday supplement magazine appearing in 63 metropolitan newspapers throughout the country and has a circulation of approximately 9,600,000.

## Shipments of Metal Cans and Glass Containers, Jan.-June

(Bureau of the Census,  
U.S. Department of Commerce)

### METAL CANS

	Jan.-June cumulative 1959	1960 (short tons of steel)
Fruit and fruit juices (including cans for fruit base still drinks sold as soft drinks).....	550,053	291,951
Vegetable and vegetable juices		229,055
Meat, including poultry.....	70,885	72,083
Fish and sea food.....	53,815	60,560
Baby food, including formulas	240,150	20,607
"Other" foods, including soups		236,903

### GLASS CONTAINERS

	Jan.-June cumulative 1959	1960 (thousands of gross)
Wide-mouth food (including fruit jars, jelly glasses, and packers' tumblers).....	20,906	21,081
Narrow-neck food.....	7,274	7,990

## Malayan Emergency Ended

The 12-year emergency in the Federation of Malaya, which cost the tin mines some \$30 million in security measures alone was officially declared ended July 31, according to the August issue of *The Straits Times*, Malayan trade digest.

The emergency was declared June 18, 1948 when the Communists flared into open rebellion. More than 11,000 persons, including some 2,000 members of security forces lost their lives. The emergency cost the government at least \$1,700 million. The rubber estates and tin mines were forced to meet bills amounting to many millions more than this.

## Canned Foods in London

U. S. canned foods are among the food products receiving special attention in London during the period September 1-17 through a promotional program which includes a leading exhibit at the British Food Fair, city-wide newspaper advertising, and special displays in grocery stores.

The promotional program is part of the foreign market development work being carried out by USDA's Foreign Agricultural Service in cooperation with the U. S. food trade and agricultural industry.

A new feature of the U. S. exhibit in London is a redeemable coupon system, widely known in U. S. merchandising but a novelty to Londoners.

## Forthcoming Meetings

- Sept. 22-23—National Kraut Packers Association, Fall Meeting, Hotel Racine, Racine, Wis.
- Oct. 6-9—Florida Canners Association, 29th Annual Convention, Fontainebleau Hotel, Miami Beach
- Oct. 12-14—Quartermaster Association, National Convention, Washington, D. C.
- Oct. 19-21—National Pickle Packers Association, Annual Meeting, Edgewater Beach Hotel, Chicago
- Oct. 24-26—Grocery Manufacturers of America, Inc., Annual Meeting, Waldorf-Astoria, New York City
- Oct. 24-27—Institute of Sanitation Management, Annual Conference and Show, Sheraton-Cadillac Hotel, Detroit
- Nov. 1—Iowa-Nebraska Canners Association, 58th Annual Meeting, Talcott Hotel, Marshalltown, Iowa
- Nov. 3—Illinois Canners Association, Fall Meeting, LaSalle Hotel, Chicago
- Nov. 4-5—Florida Vegetable Canners Association, 24 Annual Convention, Deauville Hotel, Miami Beach
- Nov. 13-16—Georgia Canners Association, Annual Convention, General Oglethorpe Hotel, Savannah
- Nov. 14-15—Wisconsin Canners Association, 58th Annual Convention, Schroeder Hotel, Milwaukee
- Nov. 20-21—Pennsylvania Canners Association, 48th Annual Convention, Yorktown Hotel, York
- Nov. 21-23—Michigan Canners and Freezers Association, Fall Meeting, Pantlind Hotel, Grand Rapids
- Nov. 25-29—Ohio Canners and Food Processors Association, 53rd Annual Convention, Dushler-Hilton Hotel, Columbus
- Nov. 26-Dec. 1—Vegetable Growers Association of America, Annual Convention, Schroeder Hotel, Milwaukee
- Dec. 1-2—New York State Canners and Freezers Association, 75th Annual Meeting, Statler-Hilton Hotel, Buffalo
- Dec. 5-6—Tri-State Packers Association, Annual Convention, Lord Baltimore Hotel, Baltimore
- Dec. 10-14—National Food Brokers Association, National Food Sales Conference, The Conrad Hilton Hotel, Chicago
- Dec. 12-14—National Conference on Water Pollution, Sheraton-Park Hotel, Washington, D. C.
- Jan. 8-10—National Preservers Association, Annual Convention, Galt Ocean Mile Hotel, Ft. Lauderdale, Fla.
- Jan. 9-11—Northwest Canners and Freezers Association, Annual Meeting, Multnomah Hotel, Portland, Ore.
- Jan. 12-13—Canners League of California, 58th Annual Fruit and Vegetable Sample Cuttings, Fairmont Hotel, San Francisco
- Jan. 12-15—Association of Food Distributors, Annual Convention, Galt Ocean Mile Hotel, Ft. Lauderdale, Fla.
- Jan. 23-26—NATIONAL CANNERS ASSOCIATION and Canning Machinery and Supplies Association, 54th Annual Conventions, The Conrad Hilton Hotel, Chicago
- Jan. 29-Feb. 1—Canadian Food Processors Association, Annual Convention, Prince Edward Hotel, Windsor, Ont.
- Feb. 2-3—Statistical Quality Control and Instrumentation Workshop for the Food Industry (co-sponsored by N.C.A.), Cornell University, Ithaca, N.Y.
- Feb. 21-23—Special Industrial Radio Service Association, 9th Annual Meeting, Bakersfield, Calif.

March 3-4—Virginia Canners Association, 53d Annual Meeting, Hotel Rossmore, Roanoke

March 6-8—National Association of Frozen Food Packers, 20th Annual Convention, Dallas

March 6-7—Canners League of California, 57th Annual Meeting, Santa Barbara Biltmore, Santa Barbara

April 6-8—Institutional Food Distributors of America, Annual Convention, Hotel Americana, Bal Harbour, Fla.

April 9-13—U. S. Wholesale Grocers Association, Annual Convention, Hotel Americana, Bal Harbour, Fla.

May 7-10—Super Market Institute, 24th Annual Convention, Chicago

## Meat Canned in Fiscal 1960

(Agricultural Marketing Service of USDA)

	July, 1959, through June, 1960		
	3 Lbs. & over	Under 3 Lbs.	Total
	(thousands of pounds)		
Luncheon meat.....	153,945	143,265	297,210
Canned ham.....	281,832	8,327	290,159
Beef hash.....	3,998	67,431	71,429
Chili con carne.....	9,904	129,238	139,142
Vienna sausage.....	2,476	55,163	57,639
Frankfurters and wieners in brine.....	224	2,547	2,770
Deviled ham.....	218	10,421	10,639
Other potted and deviled meat products.....	309	29,327	29,637
Tamales.....	2,543	30,788	33,331
Fliced, dried beef.....	304	2,796	3,101
Chopped beef.....	24	7,180	7,203
Meat stew.....	1,844	103,807	105,651
Spaghetti meat products.....	3,161	120,820	123,980
Tongue (not pick- led).....	530	1,150	1,679
Vinegar pickled products.....	9,792	15,820	25,612
Sausage.....	3	6,250	6,262
Hamburger.....	6,700	44,747	51,447
Soups.....	19,413	511,149	530,562
Sausage in oil.....	5,359	4,220	9,579
Tripe.....	42	4,037	4,080
Brains.....	52	2,251	2,304
Adkins and piecies.....	32,238	1,957	34,195
All other products 20% or more meat.....	5,912	77,302	83,214
All other products less than 20% meat (except soup).....	10,710	242,991	253,701
Total.....	551,536	1,622,991	2,174,528

Columns do not add to totals shown in all cases since rounded figures are used. Amounts packed for defense are not included in these items. Total production, including quantities for defense agencies, was 2,247,624,000 pounds.

	Grade	Style	Type/Class	Can Size	Quantity (pounds)	Quantity (cases)
Apples, dehydrated, canned	A or B	I		6/10.....	344,930	28,744
Potatoes, white, dehy- drated, diced, canned....			I	6/10.....	1,169,146	194,858
Potatoes, white, dehy- drated, granules, canned....			IV/1	6/13.....	855,122	23,269

## 1960 Pack of RSP Cherries

(N.C.A. Division of Statistics)

	1959	1960
	(actual cases)	
N. Y. and Pa.....	408,311	184,713
Michigan.....	3,133,415	1,675,894
Wis. and Ohio.....	432,761	152,108
Utah and Idaho.....	43,530	75,173
Wash. and Ore.....	89,336	127,235
Other states.....	21,144	3,737
U. S. Total*.....	4,128,487	2,218,860

\* Does not include pie fillings.

## Poultry Used in Processing

(Agricultural Marketing Service of USDA)

	Jan.-July cumulative	
	1959	1960
	(thousands of pounds)	
Young chickens.....	26,807	44,732
Mature chickens.....	87,204	106,852
Turkeys.....	38,127	42,724
Other poultry.....	55	116
Total, Jan.-July.....	151,893	194,424

## 1960 Crop of Turkeys

Turkeys raised in 1960 will total 82.3 million birds compared with 82.1 million in 1959, according to the preliminary estimate of the Crop Reporting Board of USDA.

The number of heavy breed turkeys being raised is up 9 percent from last year, heavy white breeds are up 19 percent, and bronze and other heavy breeds are up 5 percent. Light breed turkeys, which account for only 12 percent of the total raised this year, are down 37 percent from 1959.

Minnesota is the leading turkey producing state with 14.4 million being raised in 1960, and is followed closely by California with 14.0 million.

## MSSA Requirements for Canned Dehydrated Foods

Tentative requirements for canned dehydrated apples and canned dehydrated white potatoes from the 1960 pack to meet the needs of the armed services have been announced by the Military Subsistence Supply Agency. Procurement will be made by Headquarters, Oakland Region, MSSA, 2155 Webster St., Alameda, Calif.

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